

Convention and Tourism Advisory Committee
Tuesday, October 3, 2006 – Minutes

Members Present: Ben Vidricksen, Bette Timmel, Gerald Cook, Kathy Tolbert

Members Absent: Tricia Weems, Jennifer Sturges, Abner Perney, Rosie Leek

Guests/Staff Present: Keith Rawlings – Salina Bicentennial Center; Sylvia Rice, Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber Staff

Minutes

The Minutes of the September 2006 meeting were reviewed.

Financial Statement

The August Financial Statement was reviewed.

Division Updates:

Sports Market

Tiffany reported on the following sports events:

- **SAFECON** – The SAFECON regional event starts October 16 at K-State Salina. There will be eight teams consisting of 100 competitors with 50 staff and volunteers, and 20 airplanes here for the competition.
- **KS Foundation Quarter Horse Registry Affiliate** – This annual horse show will be held at the Salina Bicentennial Center October 19-22. It has been here for the last eight years and has grown from 200 to 800 entries. We will be conducting a survey to get an idea of the economic impact numbers in order to keep supporting them in the future.
- **3A/4A Volleyball** – The KSHSAA State 3A/4A Volleyball Championship games will be played at the Bicentennial Center October 27-28.
- **KSHSAA Football** – A KSHSAA State Football Championship will be held on Saturday, November 25 at Salina Stadium but at this time the class has not been determined. Volunteers are being recruited.
- **Magnolia Soccer Complex** – Tiffany reported that the new soccer fields on Magnolia have been very busy. She spoke to Dave Ouderkirk, President of SSC, who informed her that out of 40 teams playing last Sunday, 23 were from out of town. An operations shack is being built and a concession stand should be ready by next summer. Tiffany is looking into the possibility of bringing in soccer events; however, fulfilling the local needs will, of course, take priority.
- **TEAMS Conference** – Tiffany will be attending the TEAMS conference in Las Vegas October 10-15. She has 18 appointments set up. She will give a report on the conference at the next meeting.

Tourism Market

Sylvia gave the following tourism market update:

- **Kansas Marketplace** – The Kansas Marketplace was held September 20 at the Salina Bicentennial Center. There were mixed reviews about the event. The Marketplace was held for participants on the FAM tour, individual motorcoach operators and group planners. Of the 38 that RSVPed for the tour, only 18 companies were represented. A lot of area operators did not attend the event. There were 55 exhibit spaces of Kansas community attractions, hotels, CVBs and Chambers. Approximately 30-40 people came through the trade show. FAMs are fairly expensive and there tends to be a lot of repetition; therefore, we may do more participation with sales blitzes in the future, and change the marketplace.
- **KMMA** – At the last KMMA meeting, the emphasis was on the NTA conference in November in Salt Lake City and appointment requests. The 2007 NTA conference will be held in Kansas City, MO.
- **Kansas Tourism Conference** – Sylvia and Jo Ann will be attending the Kansas Tourism Conference in Dodge City October 8-11. Sylvia said that there are a lot of great speakers lined up including Bill Geist who is one of the keynote speakers. She is also looking forward to next year's conference in Topeka which will celebrate the 25th anniversary of TIAK.
- **Travel Leadership Summit** – Sylvia attended the Travel Leadership Summit in Washington, DC September 11-14. Some of the TIA topics of discussion were national security, ease of travel, and the impact of immigration reform. Focus was on Freedoms Frontier National Heritage Areas and the Flint Hills area, which is Governor Sebelius' focus.
- Sylvia reported that we are now in the midst of a conversion study by sending out a short postcard survey to people who have requested tourist packets or have responded to a print ad. Examples of questions are: Did they

visit Salina, where did they stay, how did they like it, what did they do? What we are hoping to see is how many leads have converted into actual business. All respondents will be entered into a drawing for prizes.

- Sylvia said that we are also working on a market study for hotels and attractions to determine what percentage of their business is from leisure, convention, meeting, sports or business travelers and what their geographic origins and destinations are.
- Sylvia mentioned that Salina has been getting a lot of good press coverage lately, including articles in *Kansas!* magazine on Traders Lodge Bed & Breakfast and a multi-page article on Salina's downtown loft homes. Also a travel writer, Elaine Warner of Edmond, OK, visited Salina and wrote a great article in the *Edmond Sun* about the many places she visited while in Salina.

Convention Market

Jo Ann gave the following convention market update:

- Jo Ann announced that we successfully hosted the annual KDOT Winter Maintenance Expo (Sept.6-7) and the Wheatland Cluster Dog Show (Sept. 15-17) at the Salina Bicentennial Center.
- The UAV (unmanned aerial vehicles) Future Systems Symposium will be October 5-6. They will be using the airport and the bombing range for recon mission training and showcasing. There are also non-military uses for these vehicles. Attendance for Friday should be 200. International press is attending the event. The symposium is a joint venture with the Salina Airport Authority and the Kansas National Guard and there is the possibility of future industrial projects stemming from this event. The aircraft on display and test flying is civilian built.
- NAPUS (National Association of Postmasters-Kansas) will be here for their second year in a row. We have a bid out for them for 2007.
- The Kansas/Nebraska Southern Baptist convention will be here October 15-16.
- We hosted the Plant Facilities Directors September 24-26 who were back for their second time in a row.
- The Kansas State Housing Conference of approximately 200 people will be here for the first time October 11-13. Part of their event includes a tour of Salina where they will be taking buses to Presidents Place and some of the downtown loft homes.
- The PMS military reunion returns to the Mid America Inn, and will be visiting the Smoky Hill Bison Co. and touring the Underground Salt Mines in Hutchinson.

Keith Rawlings gave a list of upcoming events planned at the Salina Bicentennial Center that included: Barney Live, Century of Toys Toy Show, Silver Needles Quilt Show, 3A/4A Volleyball Championship, Anne Murray Christmas Show, and a PDR event in February 2007.

Kathy Tolbert announced the Rolling Hills Zoo's upcoming Pumpkin PaZOOla is October 14 and the Earl Bane Gallery will be featuring "The Magic Web" with 40 rain forest photographs opening on October 28. As part of "The Magic Web," they will be doing an event with public television on the rain forest.

Ben Vidricksen said that Bill Kurtis would be the speaker at the Birthday Bash for Kansas in Topeka in January. Grain fed beef is a major topic to be discussed.

Betty Timmel gave a spectator's report on the Ellsworth cowboy trail drive event that was held to benefit the National Drovers Hall of Fame project.

Gerald Cook announced a November 1 conference to be held at the Chamber on local government consolidation issues. Salina is one of the regional sites for these discussions. Being discussed is how the State can remove barriers to consolidation and to allow local governments to decide for themselves what they want to do.

Sylvia announced that both the Abilene and Lindsborg Chambers are looking for new CVB directors.

Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held November 7 at the Chamber.

Upcoming Events

Upcoming meetings, conventions and events were noted.

The meeting adjourned at 8:34am.